

ORDER



Orders
Order / Rev: 45691
Alt Order #: 9779724 /Brad
Product Desc: TOM SMITH FOR SENATE
Estimate: 179
Flight Dates: 07/31/12 - 08/06/12
Original Date / Rev: 07/27/12 / 07/30/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: SRCP Media
Buying Contact:
Billing Contact:
 201 North Union Street Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Smith/R/Senate
Demographic: A35+
Product Codes: US Senate
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/06/12	47	\$11,730.00	\$9,970.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	47	\$11,730.00	\$9,970.50	114.00
Totals	47	\$11,730.00	\$9,970.50	114.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	17%	\$11,730.00
Market	100%	\$69,000.00

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	64%	\$44,160.00
WHTM	19%	\$13,110.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	07/31/12	08/06/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$185.00	P-2	1.70	NM	3	\$555.00
N 2	WHP	07/31/12	08/06/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	5	\$70.00	P-2	0.60	NM	5	\$350.00
N 3	WHP	07/31/12	08/06/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	5	\$125.00	P-2	1.30	NM	5	\$625.00

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WHP	07/31/12	08/06/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	5	\$125.00	P-2	1.30	NM	5	\$625.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	07/31/12-08/06/12	M-F 4p-5p See MG 3.6,3.7,3.8,3.9,3.10 [No Avail]			4p-5p	MTWThF----	:30		(\$125.00)		1.30	NM		
2	WHP	07/31/12-08/06/12	M-F 4p-5p See MG 3.6,3.7,3.8,3.9,3.10 [Preempted by NSM]			4p-5p	MTWThF----	:30		(\$125.00)		1.30	NM		
3	WHP	07/31/12-08/06/12	M-F 4p-5p See MG 3.6,3.7,3.8,3.9,3.10 [Preempted by NSM]			4p-5p	MTWThF----	:30		(\$125.00)		1.30	NM		
4	WHP	07/31/12-08/06/12	M-F 4p-5p See MG 3.6,3.7,3.8,3.9,3.10 [Preempted by NSM]			4p-5p	MTWThF----	:30		(\$125.00)		1.30	NM		
5	WHP	07/31/12-08/06/12	M-F 4p-5p See MG 3.6,3.7,3.8,3.9,3.10 [Preempted by NSM]			4p-5p	MTWThF----	:30		(\$125.00)		1.30	NM		
6	WHP	08/01/12-08/06/12	M-F 4p-5p Ⓜ MG for 3.2,3.5,3.3,3.4,3.1 [MG within Flight]			4p-5p	M-WThF----	:30		\$175.00		1.30	NM		
7	WHP	08/01/12-08/06/12	M-F 4p-5p Ⓜ MG for 3.2,3.5,3.3,3.4,3.1 [MG within Flight]			4p-5p	M-WThF----	:30		\$175.00		1.30	NM		
8	WHP	08/01/12-08/06/12	M-F 4p-5p Ⓜ MG for 3.2,3.5,3.3,3.4,3.1 [MG within Flight]			4p-5p	M-WThF----	:30		\$175.00		1.30	NM		
9	WHP	08/01/12-08/06/12	CBS This Morning Ⓜ MG for 3.2,3.5,3.3,3.4,3.1 [MG within Flight]				M-WThF----	:30		\$50.00		1.30	NM		
10	WHP	08/01/12-08/06/12	CBS This Morning Ⓜ MG for 3.2,3.5,3.3,3.4,3.1 [MG within Flight]				M-WThF----	:30		\$50.00		1.30	NM		
N 4	WHP	07/31/12	08/06/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	5	\$175.00	P-2	1.60	NM	5	\$875.00
N 5	WHP	07/31/12	08/06/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	5	\$175.00	P-2	1.70	NM	5	\$875.00
N 6	WHP	07/31/12	08/06/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$175.00	P-2	1.70	NM	5	\$875.00
N 7	WHP	07/31/12	08/06/12	Sa-Su 6p-630p News Rd CBS 21 News at 6p	CM	6p-630p	-----SS	:30	2	\$100.00	P-2	1.60	NM	2	\$200.00
N 8	WHP	07/31/12	08/06/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$550.00	P-2	4.80	NM	5	\$2,750.00
N 9	WHP	07/31/12	08/06/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$675.00	P-2	6.50	NM	5	\$3,375.00
N 10	WHP	07/31/12	08/06/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$200.00	P-2	2.30	NM	5	\$1,000.00
N 11	WHP	07/31/12	08/06/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	2	\$125.00	P-2	1.60	NM	2	\$250.00
													Totals	47	\$11,730.00